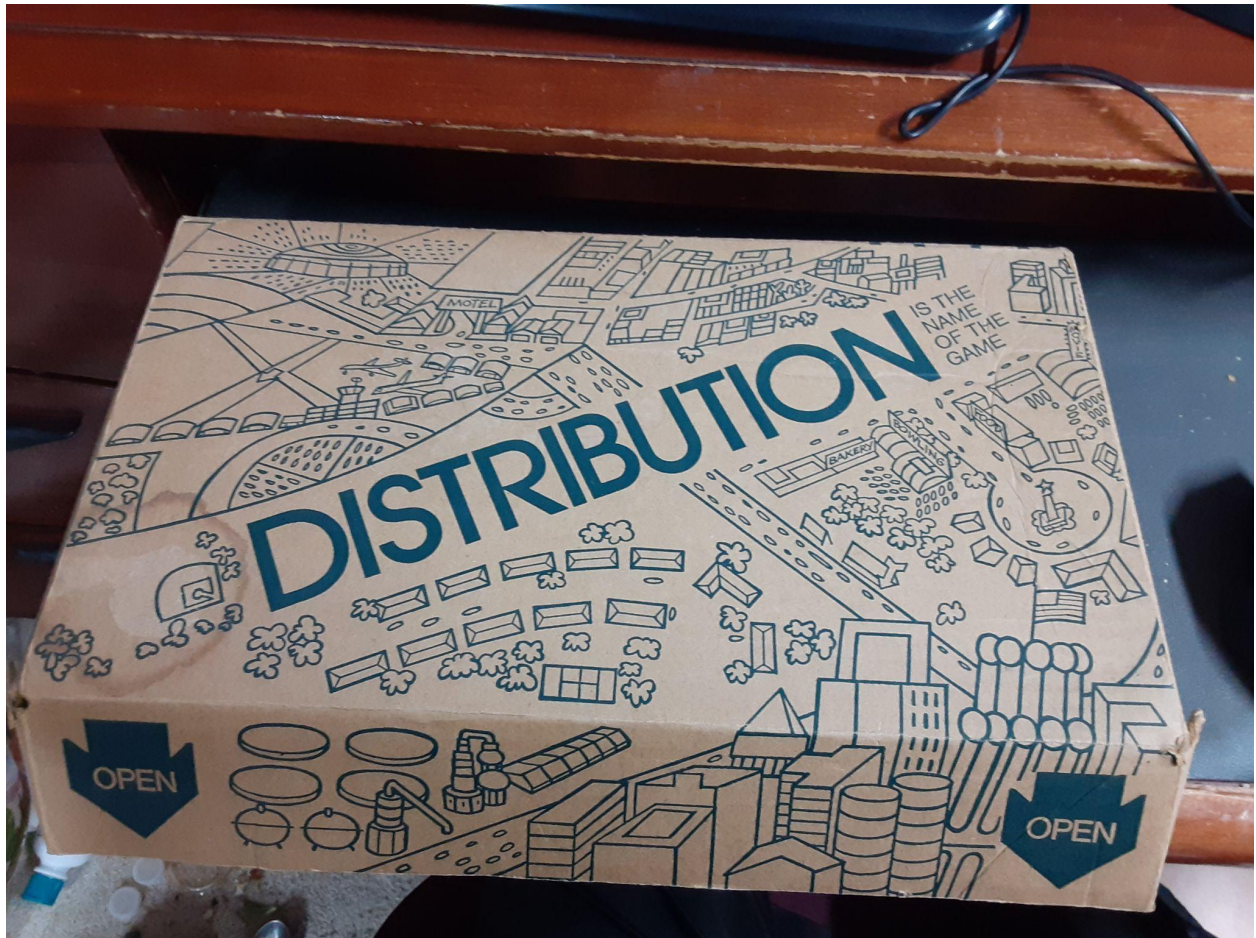




Mars
BAR[®]
Mars
BAR[®]
Mars
BAR[®]



NEW!

12
BOXES **24** COU

40000-1110

DISTRIBUTION

A game for two players - The playing board is a path containing symbols representing distribution outlets in a typical American shopping mall, with an airport and bus terminal added for luck.

Shuffle each pack of cards. For each outlet there is a green objection card. Each player is dealt 6 of the objection cards which he places on the table near him. The remainder are placed on the appropriate space on the board.

Answer cards are placed on the answer space on the board.

The Play

Place the rules, associate and competition markers on the opposite corner arrows. Each player takes the top 2 answer cards and advances the number of squares indicated. If he lands on a space containing a symbol, he takes the top solution card. If the objection card solves one of his objection cards, he may meld them together (use them aside). If it does not match, he keeps the card for future use.

If a double is thrown, the player gets another turn.

If a player lands on a symbol that matches the top answer card, he takes the top 2 answer cards.

If a player lands on a space occupied by his opponent, he must pick one of the opponent's objection cards.

If a player lands on the opponents arrow, the opponent picks an answer card from his hand. If a player lands on his own arrow, he picks an answer card from his opponent.

The game is ended when one player has answered 6 objections or when all the answer cards are gone. The player with the most paired cards is the winner.



DISTRIBUTION

A game for two players - The playing board is a path containing symbols representing distribution outlets in a typical American shopping mall, with an airport and bus terminal added for luck.

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Answer cards are placed on the answer space on the board.

The Play

Place the sales associate and competition markers on the opposite corner arrows. Each player throws the dice. High roller begins by advancing the number of squares indicated. If he lands on a space containing a symbol, he takes the top solution card. If the solution card solves one of his objection cards, he may meld them together (place them aside). If it does not match, he keeps the card for future use.

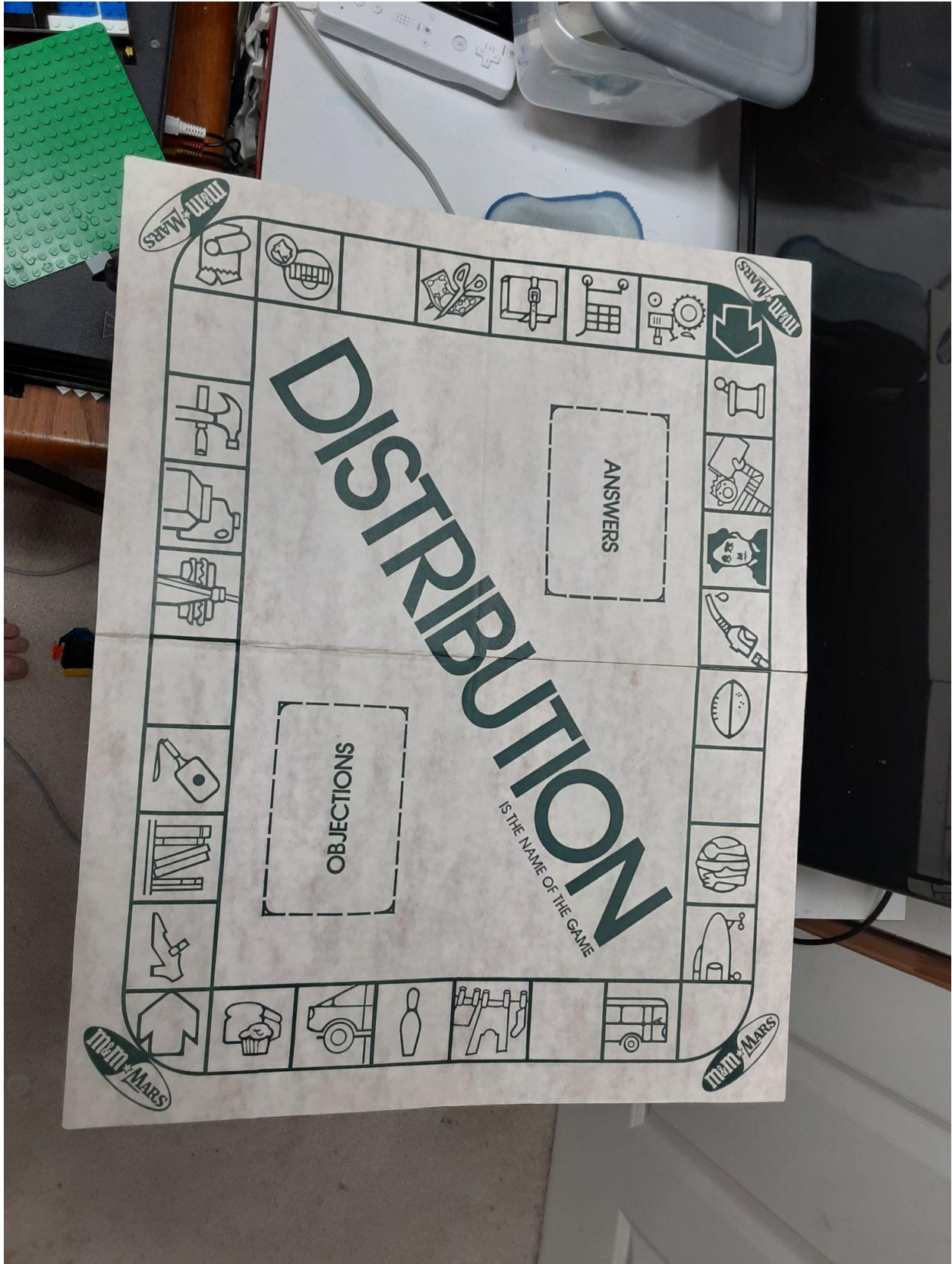
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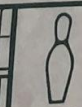
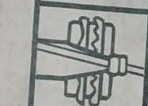


DISTRIBUTION

IS THE NAME OF THE GAME

OBJECTIONS

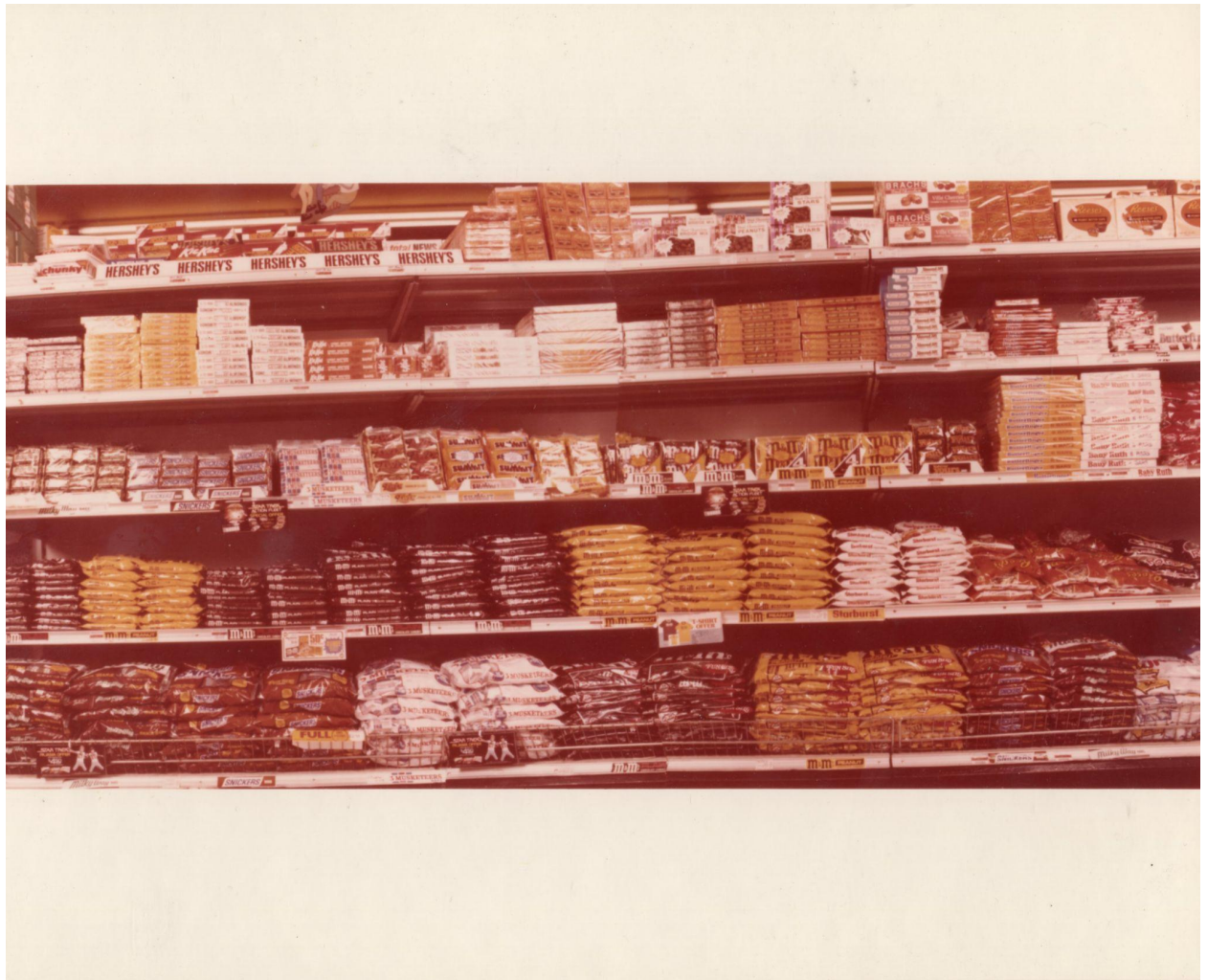
ANSWERS













ANSWER:

How many sizes do you carry of the leading products in other categories? You generally have three or more. Each size satisfies the need of a different consumer group.

ANSWER:

People still want value for their money. If they see a higher priced item as a better value to them, they will buy it. You have to look at product quality and cost per ounce to realize the value of M&M/MARS products.

ANSWER:

Your own movement records and the current S.A.M. report will show you that there are several products that are not selling very well and are tying up valuable shelf space. This is a product backed by regular scheduled advertising that could return a profit for that same space.

ANSWER:

Did you know that the 25 leading candy bars will satisfy 80% of the consumer preferences. Here is a rack that will easily provide space for those 25 bars and will make an attractive display within the space you have.

ANSWER:

This promotion will be over before I can make my next call on you. I am sure you do not want to miss out on this promotion.

ANSWER:

How many sizes do you carry of the leading products in other categories? You generally have three or more. Each size satisfies the need of a different consumer group.

ANSWER:

Take advantage of "M&M's" Chocolate Candies advertising and point of purchase material. By making "M&M's" Chocolate Candies part of your display and using the P.O.P. material, you will attract customers to the display and enhance your total sales.

ANSWER:

Here, at the airport, many of the people passing through are from all parts of the country. Here is some information on MILKY WAY Bar sales. You see that nationally MILKY WAY Bar is one of the leading brands.

ANSWER:

Cigarettes are a planned purchase, while candy is an impulse sale. Placing cigarette displays on your counter will not increase the amount of cigarettes sold while candy will add plus sales. Studies show that 2/3 of your cigarette customers will buy candy.

ANSWER:

Candy is purchased on impulse. M&M/MARS is the biggest advertiser in the industry. Advertising establishes brand recognition, so when the consumer sees the package, the ad is recalled and creates the impulse to buy.

ANSWER:

M&M/MARS products are advertised and promoted throughout the year to encourage regular purchases of our products through all the seasons. By not having products stocked on a regular basis, you could be losing sales that would be in addition to your seasonal sales.

ANSWER:

Since you agree these items will sell, let me take an order and I will contact your supervisor for approval to ship it.

ANSWER:

Candy is an impulse sale. The leading 25 bars will satisfy 80% of the consumer preferences. To increase your candy sales make the best use of the space you have by carrying the top items.

ANSWER:

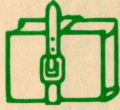
Present current S.A.M.I., DEBS, and store movement figures.

ANSWER:

Yes, it is true that generally drug stores operate on a different profit level than grocery stores. However, you do feature many products and when candy is advertised at a good feature price it is recognized as a value by consumers and will bring added traffic into your store.

ANSWER:

Provide information on candy movement and profit and request a missionary order for those brands you are trying to place.



SCHOOL



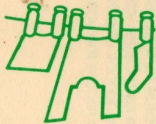
BOOK STORE



SUPERMARKET



AUTO REPAIR



LAUNDERETTE



CONVENIENCE
FOOD



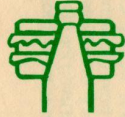
BAKERY



MILK STORE



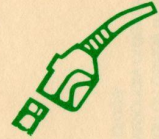
PHARMACY



DELI



RESTAURANT



SERVICE
STATION



BOWLING
ALLEY



HARDWARE



BUS TERMINAL



VARIETY

ANSWER:

By placing the candy near your cash register rather than in the location you have it, you will expose all your customers to the candy instead of only those people who go into that aisle.

ANSWER:

Candy is purchased on impulse and lends itself to practically any location. Today's trend is towards more and more retail outlets carrying a larger number of convenience type products.

OBJECTION:

I can't take any new items without my supervisor's approval.

OBJECTION:

I don't have any calls for the item.

OBJECTION:

We change our candy department and the items we carry from one season to another.

OBJECTION:

My candy distributor tells me that MILKY WAY Bar does not sell in this town.

OBJECTION:

I don't sell much candy here.

OBJECTION:

The price is too high.

OBJECTION:

We don't need 3 sizes of that product.

OBJECTION:

My store is small; I can't make room for another candy rack.

OBJECTION:

The price is too high.

OBJECTION:

I don't have time for that. I let my distributor send me what he thinks I need.

OBJECTION:

I have too much holiday specialty candy to get rid of.

OBJECTION:

I'll think it over. Why don't you stop back again next time you're around this area?

OBJECTION:

The grocery stores sell your package for less than I can in my drug store.

OBJECTION:

I don't have any room on the shelf.

OBJECTION:

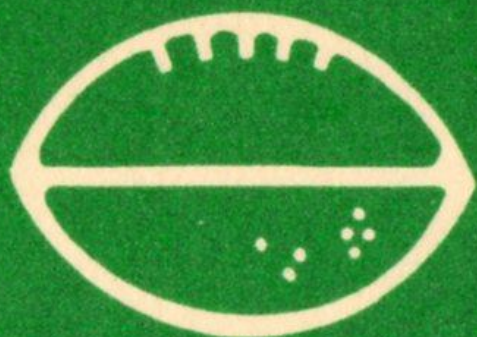
The tobacco companies pay for their space.

OBJECTION:

No space.



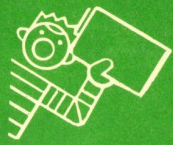
HARDWARE



SPORTS ARENA



BAKERY



NEWSSTAND



PHARMACY



BUS TERMINAL



AUTO REPAIR



BOWLING
ALLEY



SUPERMARKET



RACQUETBALL
CLUB



SERVICE
STATION



MOVIE THEATER



BOOK STORE



RESTAURANT



DELI